



FINAL REPORT OF THE 3RD SOLAR ENERGY AND TECHNOLOGIES FAIR FROM 11TH TO 14TH MARCH

Organized from 11 March to 14 March 2010 at Istanbul Expo Center, the 3rd Solar Energy and Technologies Fair was successfully accomplished.

The opening was made by Yavuz Özgün, Deputy-Chairman of the Board of İhlas Holding; Taner Yıldız, Minister of Energy and Natural Resources of Republic of Turkey; Celalettin Yüksel, Istanbul Governor's Aid. After the inauguration speech, they cut the ribbon and visited our participants' stands.

Being the first and only expertise fair of Turkey in its own field, the 3rd Solar Energy and Technologies Fair became an arena where professionals met with 199 participants in total of which 111 were national and 88 foreign and 22.192 visitors toured the fair.

Turkey has been continuing to develop across the world with the fast-increasing population, the advantageous geography, and the contribution to exportation of this geography. In our country, one of the most significant sectors, which have taken action, is, no doubt, solar energy sector. In the recent years, the developments, innovations, and exemplar solidarity of the solar energy sector have been the other factors influencing to the solar energy sector beneficially.

Producers, consumers, buyers, practitioners, and representatives from the country and abroad... Concisely, all the members of the sector met once again at the 3rd Solar Energy and Technologies Fair.

We submit the study report and results of statistic related with the fair in the appendix for your information.

Best regards,

İhlas Fuar Organization

SUMMARY OF THE SOLAR ENERGY SECTOR

Solar Energy Fair is giving the signals to be one of the fastest developing sectors of our country during the upcoming years.

Making the importance of the energy, environment and saving concepts known to the public's attention, our fair has become a significant platform at where the sectorial representatives exhibited their developed technologies by using solar energy.

Constituting a base for the several European countries for their development, the solar energy sector has been also continuing to develop in our country with every passing day.

The raising success graphic, desire of announcing their successes to the public and having an important position in the international arenas are the expectations of the sector and capability of Ihlas Fair Organization in answering to these expectations, thus the Solar Energy and Technologies Fair has been adopted by the sector with a big happiness and the fair was resulted extremely successfully, despite the current global economic crisis.

Following the success gained at the fair, the Solar Energy Sector has entered the prospect of the 4th Solar Energy and Technologies Fair which will be realized from 10th to 13th March 2011 and both our company and participants have been trying for bigger goals.

ISTANBUL EXPO CENTER

Hosted the 3rd Solar Energy and Technologies Fair in the 9th and 10th halls once again, Istanbul Expo Center is located in the district of the Istanbul Ataturk Airport. Istanbul Expo Center is the ideal place to organize the Solar Energy and Technologies Fair with its infrastructure, transport and technical features. A total fair area of 12 thousand squarimeters, foyer, and technical opportunities allowed the fair to be realized successfully.

The fair area's closeness to the airport and Metro stop and being located at the intersection of both E-5 and TEM highways' connections prevented to get any trouble for the transportation in terms of both foreign and local visitors.

Ihlas Fair Organization provided shuttle buses between Metro and fair area for visitors in order to avoid any transportation problem.

GENERAL INTRODUCTION OF THE 3RD SOLAR ENERGY and TECHNOLOGIES 2009 FAIR

ADDRESS BANK OF FAIR:

Entering an intensive working period for being able to organize the 3rd Solar Energy and Technologies Fair successfully, our team did not face any difficulty to reach information due to being also a publisher of the sector. Being published bimonthly by Ihlas Magazine Group, Solar Energy and Technologies Magazine was the Main Press Sponsor of the fair and released all the progresses about the fair since the preparation stage to its readers. Hi-Tech and Yapı Malzeme Magazines which are published by Ihlas Magazine Group were the other sponsors of the fair.

Our publishing concept that embraces the whole sector with the magazines published until today became our greatest support for our fair. Both the customers and readers of our magazine became the privileged people who visited our fair.

The Solar Energy and Technologies Fair was organized successfully in 2008 and 2009 and it proved this success through the satisfaction rate of 98% in Customer Surveys conducted in 2010. The 3rd Fair's visitor data has also constituted the base of visitor for 2011.

MAKING FAIR KNOWN:

Some of the promotion activities of the 3rd Solar Energy and Technologies are as follows:

Although the Main Press Sponsor of the fair was Solar Energy Magazine as above-mentioned, Hi-Tech and Yapı Malzeme Magazines were also among the sponsor publications of the fair. Consequently, through these magazines it was reached all the sector members in Turkey.

The 3rd Solar Energy and Technologies Fair where the energy was not spent for nothing were supported by the major establishments. The associations, unions and industrial zones which played a major role for the promotion of the fair are the Ministry of Energy and Natural Resources and Ministry of Environment and Forestry of the Republic of Turkey, General Directorate of Forestry and Rural Affairs of Turkey, General Directorate of Electrical Power Resources Survey and Development Administration of Turkey, UFTP (National Photovoltaic Technology Platform), GENSED (Solar Energy Industrialists' Association), CleanGlobe, TemizDünya, Green Economy Turkey, Energy Law Research Institute, Unido-Ichet, the Union of Municipalities of the Marmara Region, Güneş Association, EPA (Energy Professionals Association), HESİAD (Hydroelectric Power Stations Industry's Businessmen Association), ÇEVKOR, KOSGEB, TÜFOD, ALOSBI (Aliağa Organized Industrial Zone), MPM (National Productivity Center of Turkey), Gebze Plastic Manufacturers Organized Industrial Zone, Dudullu

Organized Industrial Zone, İkitelli Organized Industrial Zone, IMES and all the other organized industrial zones.

Posters, billboards, and banners were hanged in the sites and organized industrial zones that are the center of the industry and several promotion activities were realized.

A visitor marketing was realized by going to the most important solar energy and technologies fairs of the world and it was organized special campaigns to attract foreign visitors.

For the fair, it was contacted with academicians from various universities and distributed invitations.

As for fair invitation, total 300,000 invitations were distributed. 250,000 of those were realized by the activities of İhlas Fair Organization and the rest are customer invitations of the participators.

Face to face marketing activities were conducted and invitations were sent to the participators.

In addition to all of these, before and after the fair our news and advertisements have taken place successfully throughout the national and local TVs, Radio, Newspaper and magazines by the MEDIA WORKING. With this aim;

TV Channels:

TGRT HABER, NTV, HABERTURK, BLOOMBERG TV, KANAL A, KANAL 7, ATV,

News Agencies:

IHA, DOĞAN NEWS AGENCY, ANADOLU AGENCY,

Newspapers:

Türkiye Gazetesi, Hürriyet Gazetesi, Sabah Gazetesi, Star Gazetesi, Dünya Gazetesi, Yeni Asya Gazetesi, Yeni Şafak Gazetesi, Bugün Gazetesi, Milli Gazete, Akşam Gazetesi, Güneş Gazetesi, Tercüman Gazetesi, Fotospor

Radios:

Radyo K, Radyo Klas, Radyo İlaç (Şahin), Tgrt Fm, Marmara Fm, Karma Türk, Radyo 7, Lokum Fm, Melodi Fm, Lokum Türk.

Magazines and web portals:

Enerji Teknolojileri ve Mekanik Tesisat Dergisi, Mimarlık Dekorasyon Dergisi, Doğalgaz Tesisat Klima Dergisi, Elektrokent Perpa Dergisi, Otomasyon Elektronik Metalurji İmalat Sanayi Malzeme ve Sektörleri Tanıtım Dergisi, Yeni Organize Dergisi, Yeni Enerji Dergisi, Lighting Magazine Dergisi, Elektrik Haber ve Güneş Haber Portalları, Garaba Medya, Yeni Çevre Web Portalı, Yeşil Ekonomi Web Portalı, Otomasyoncu Haber Portalı,

Foreign Magazines and Web Portals:

Era Solar, SunMedia Verlags GmbH, PV-tech.org, Photovoltaics International, Asiansolar (Bowhead Media Limited), Qingdao Haichen International Exposition Co., Ltd., Solarpraxis AG / PV Magazine, Sun & Wind Energy, Energetica XXI.

MAJOR NAMES OF THE SOLAR ENERGY SECTOR GATHERED IN THE SYMPOSIUMS...

In the first day of the fair, several participant lecturers and a buyer committee of 57 people from Germany attended to the event organized by the Union of Municipalities of the Marmara Region and Energy Union of Germany. In the second and third days, a workshop was realized by the contributions of UFTP (National Photovoltaic Technology Platform) and GENSED (Solar Energy Industrialists' Association). Additionally, the meeting between the GENSED members and Clean Energy Talk were other events. Nejat Yavaşoğulları, Taner Öngür and Fatih Ertekin realized a talk. In the final day of the fair, the firms' seminars took place. Several firms made a firm presentation per half an hour.

In the past years, accomplished meeting several producers from solar energy sector together, the 3rd Solar Energy and Technologies Fair carried its vision to a higher place with its brand-new projects this year.

Each year realizing different activities, Ihlas Fair Organization this year invited Serkan, who is one of the contestants of the TV Competition Show "Yetenek Sizsiniz", (You are the Talent), performing beatboxing show. The highpoint of the final day Beatbox Show performed enjoyable moments with the music to the audience.

PARTICIPATOR PRODUCT GROUPS

- **Solar energy photoelectric products**
- **Solar energy and building integration products and applications**
- **Solar energy heating protection materials**
- **Solar energy new materials and technologies**
- **Solar energy photovoltaic products and production equipments**
- **Solar energy recharging products and equipments**
- **Solar energy cooling and heating equipments**
- **Solar energy complementary automatic control device and instruments**
- **Solar energy special and signboard fillings**
- **Solar energy water heaters and products equipments**
- **Solar energy producers**
- **Solar energy mounting workshop owners**
- **Solar energy systems' manufacturers**
- **Solar energy systems' importer representatives,**

STATISTICS: VISITORS and PARTICIPATOR

Total Visitor Number of the 3rd Solar Energy and Technologies Fair: 22.192

Visitor distribution by days:

1 st day :	3.890
2 nd day :	4.425
3 rd day :	6.750
4 th day :	5.253

Total: 20.318

The Foreign Participator Number: **1.874**

The Middle East Countries :	250
European Countries :	587
Russia and Turkic Republics :	384
African Countries :	148
Others :	505

Total : 22.192

Fair Participatory Firm Number: : 199

Foreign Participator Number : 88

VISITOR PROFILE

Distribution, Trade and Services:

- Wholesalers
- Exporters
- Importers
- Distributorship
- Agencies
- Purchasing Representatives
- Packaging
- Recycling

Manufacturing:

- Electric Engineers
- Mechanical Engineers
- Mine Engineers
- Mounting Workshop Owners
- Managers
- Purchasing Representatives
- Solar Energy Producers
- Technicians

Maintenance and Repair:

- Industry Engineers
- Chemical Engineers
- Mechanical Engineers
- Mine Engineers
- Electric Engineers
- Public sector and Municipalities
- Administrators
- Authorized Dealers
- Engineers
- Contractors and Cooperatives
- Tourism Enterprises and hotels
- Technicians
- Purchasing Representatives